

Performance Improvement

A Service for Businesses and Projects

What are we Proposing

A consultancy service based on application of the Project Health Control (PHC) methodology to the tracking of project deliverables through to completion, and management of concerns that arise during the delivery process.

The service is delivered through a large group of collaborators that together form a 'PHC Consortium'. The main deliverable of the consortium is a Training Needs Analysis (TNA) report that is produced initially and updated periodically in line with the staff learning development.

Needs identified in the TNA can be fulfilled by facilitated access to a register of service providers within the consortium who contract directly with the client via a 10% agency agreement with the consortium Local Representatives.

Who benefits (stakeholders)?

Clients: Organisations from a wide cross section of the businesses community benefit from the service through flexible and low risk engagement on a time billing basis.

Service Providers: Businesses that offer their service to Consortium Clients for revenue. Their service relates mostly to training, but extends also to business development, team coaching and facilitation.

PHC Consultants: A whole new class of employment, the purpose of which is to formalise and systematise activity that normally stays in the heads of the executives; the '*keeping in good order*' of business or project information for easy reference and effective follow up. The objective is 'continual clarity' on the status of Deliverables and Concerns in the business. For the PHC Consultant, whose initial training is quick and easy, mastery builds over time. The Consortium for the PHC Consultant can be a satisfying career choice.

Local Representatives: Single points of contact for Consortium Clients for administration of local regulations in service of contracts with Clients. The network of Local Representatives will expand as the Consortium business expands geographically. The Local Representative invoices the Client and distributes benefits across contributing consortium members. There is opportunity for a Local Representative to build substantial revenue from service to the Consortium.

Investors: The main investment is per region. As each region is established with an assigned Local Representative, investment is sought to kick start the growth in the region by batch training of PHC Consultants. While investment is pending, the region's Consortium activity grows organically with availability of PHC Consultants as a natural limit.

Secondary investment is a form of crowd funding, but with fewer people. It is independent of geography and conducted in two waves. Tier 1 investors as early supporters of the PHC Consortium, accept the risk of slow growth or lack of acceptance of PHC in the market. For Tier 2 investors the return on investment is lower than for Tier 1 for a lower risk.

Who else is providing this service?

Numerous businesses offer performance improvement and skills training. The vast majority of management consultancy businesses offer performance improvement as a service inherent within their portfolio. Mainly companies tend to undertake performance improvement from within the management hierarchy structure.

What's our Competitive Advantage?

We adopt a collaborative, not competitive, approach to organisations offering similar services. Our objective is to propagate education performance improvement, ultimately enabling the client to undertake the PHC service using own staff. But for training and business development services there is commercial opportunity for a variety of agencies to operate in the same market with different specialisations. The competition element for each player in the market being focus on excellence of service.

How do we get Started?

Establish a service relationship with a small number of clients identified as having significant training needs.

Develop a flagship service 'Training Needs Analysis' ongoing alongside the Client's training plan, to identify training needs and fulfil them from a register of local training businesses.

Who does what?

Order Efficiency Ltd – provides for Clients the Project Health Control service that includes a mechanism for time billing for the consultancy service portfolio.

Training Service Businesses – provide the classroom, online and on-site training.

Freelance Educators and PHC Consultants – provide the hourly based services to clients.

How do we gear up for expansion?

Establish a register of freelance individuals for deployment on client TNA service and basic PHC service that grows in step with acquisition of clients. Growth will be organic by default, with new PHC Consultants trained individually, gradually or in batches dependent on availability of investment.

Scalability and Market Size?

The target market is all 254 countries of the world. Service for each client in the lists starts small and grows by time billing to pre-determined moveable ceilings. The market potential for supply of services globally is billions of usd per year.

Current Assumptions

- (1) The business is collaborative not competitive. Registers are public domain for reference by all trainees, employers and training service providers.
- (2) Individuals who achieve certification are entered into a maintained register of Trained Personnel.
- (3) Income stream – 10% agency fee from income of registered service providers.